



DEPARTMENT ADMINISTRATIVE ORDER NO. 03
Series of 2005

SUBJECT : Guidelines on granting special discounts in special programs for senior citizens under Section 4, Paragraph (L) of Republic Act No. 9257, otherwise known as the Expanded Senior Citizens Act of 2003 and Rule V, Section 14 of its Implementing Rules and Regulations

Section 1. Scope and Coverage. This Order shall apply to all senior citizens and retailers as defined under Section 2 hereof.

Section 2. Definition of Terms. For purposes of this Order, these terms are defined as follows:

(a) "Basic Necessities and Prime Commodities" are as follows:

1. canned sardines, tuna;
2. evaporated, condensed, and powdered filled milk;
3. coffee;
4. bread;
5. white and brown sugar;
6. cooking oil;
7. instant noodles;
8. luncheon meat, meat loaf, corned beef, frozen/refrigerated/preserved ready-to-cook pork, beef and chicken;
9. powdered, liquid, bar laundry and detergent soap

(b) "OSCA" shall refer to the Office for Senior Citizens Affairs established in cities and municipalities under the Office of the Mayor headed by a senior citizen;

(c) "Retailer" shall mean any person engaged in the business of selling consumer products directly to consumers, which shall include among others, supermarkets, grocery stores, convenience and mini-convenience stores and shops, bakeries, but excluding *sari-sari* stores, wet markets, *talipapa* and cooperative stores;

(d) "Senior Citizen or Elderly" shall refer to any resident citizen of the Philippines at least sixty (60) years old.

Section 3. *Discount.* Every senior citizen shall enjoy a special discount of Five Percent (5%) of the regular retail price of basic necessities and prime commodities listed under Section 2(a) of this Order. The total amount of said purchase shall not exceed the amount of Six Hundred Fifty Pesos (P650.00) per calendar week without carry-over of the unused amount.

Section 4. *Valid Identification Documents.* To avail of the discount, a senior citizen must present his/her identification card issued by the OSCA of the city/municipality where he/she resides.

In the event that the retailer has reasonable doubt as to the identity of a senior citizen availing of such special discount, the retailer may request the senior citizen to present any other government issued identification document, whether national or local.

Section 5. *Purchase Booklet.* A purchase booklet shall be presented to the retailer every time a purchase of basic necessities and prime commodities is made. The purchase booklet shall be distributed by the OSCA. It shall contain the name of the senior citizen, the list of basic necessities and prime commodities under Section 2 (b) of this Order, the retailer name and address, date of purchase and the amount.

Section 6. *Special Lane.* Whenever practicable, retailers shall provide a special lane for senior citizens.


Section 7. *Authorized Representative.* A senior citizen who cannot personally purchase basic necessities and prime commodities under Section 2 (b) of this Order may, by written authority, appoint a representative to transact with the retailer on his/her behalf. The authorized representative

shall be required to present a valid government issued identification document together with the OSCA-issued identification document of the concerned senior citizen and an authorization letter.

Section 8. Penal and Administrative Sanctions. Penal and administrative sanctions are those which are provided under R.A. No. 9257.

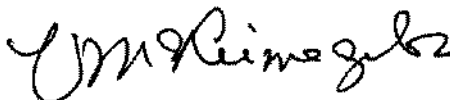
Section 9. Effectivity. This Order shall take effect fifteen (15) days after its publication in two (2) national newspapers of general circulation.

Issued this 28th day of April 2005 in Makati City, Philippines.



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